

*Epsilon Sigma Alpha*  
INTERNATIONAL®  
JANUARY ESA NEWS

## *A Message from IC President Dora Dill*

Legacy

Yes – ESA Legacy is.... A real winner!

We, as individuals, have the opportunity to leave a wonderful 'legacy' for our family, our sisters and our organization. One creates a legacy throughout their time as a member of ESA, and is more valuable than one can ever imagine. Leadership is only one aspect that we will experience, as we share our abilities with others. Without even realizing, everyone that we come in contact with will have the same opportunities, and they in turn, will share what they learn with others – it is like a ripple effect. Examples are set by what we do and knowingly will make ESA a better organization for everyone.

A wonderful way for everyone to ensure the future of ESA would be to share the "Legacy" gift with those we truly care about. Pledge your daughters, sisters, granddaughters, mothers, grandmothers, aunts & nieces. I have pledged my daughter-in-law and most recent, my mother. My mother is 91 years young and when I told her what I had done, she was ecstatic! Her comment was, "why would you want me to be a member?" I explained to her that she has been a part of my ESA life and wanted her to be able to share the Jonquil, and also to receive our state newsletter and see what all her ESA sisters are accomplishing. This was my gift to her for Mother's Day last year.

Since caring and sharing are the qualities built into values of ESA families, the Legacy program is ESA's future and provides the most certain way of creating special members like yourself for the future!

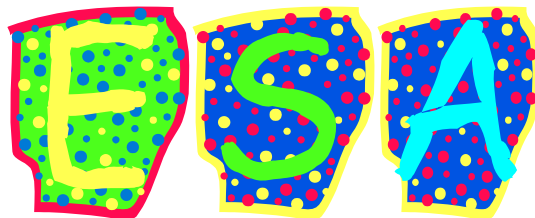


July 18-24, 2011  
Sheraton Overland Park  
Overland, Kansas

- Deadline to bid on 2014 and 2015 International Council Conventions is January 15, 2011
- ESA Leadership Seminar is February 3-6, 2011. Register Now!

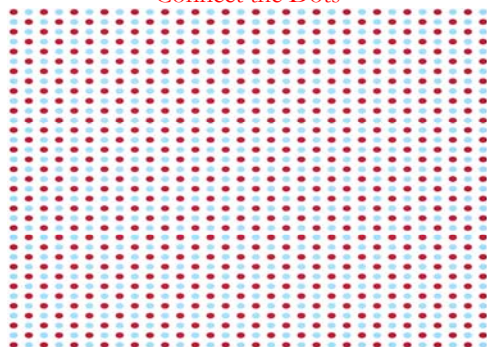
***NEWS FROM FIRST VICE PRESIDENT/PRESIDENT ELECT, ROSE PASILLAS***

Happy New Year!  
In 2011



Will

“Connect the Dots”



Looking Forward to Seeing You at Leadership

February 3 – 6, 2011

Denver, Colorado

***NEWS FROM SECOND VICE PRESIDENT, SUSAN WINTERS***

No flower can lift spirits quite like sunflowers can. Bright and cheery, bold yet comfortable, the sunflower is a warm and caring gift. With brilliant yellow petals that surround the flower's center, sunflowers have an unmistakable sun-like appearance that has made them a passionate flower choice for many. Sunflowers come in a number of varieties, ranging from small to large and from daylight yellows to sunset reds. Did you know that a sunflower always turns its face towards the sun?

ESA members are like sunflowers. We're bright and cheery and when we smile at each other we are giving a little bit of ourselves as a warm and caring gift of friendship. We, too, come in wide range of varieties, ranging from small to large, male and female, and in many shades of colors.

The sunflower actually originated in North America and Kansas is well known for its fields of sunflowers gracing the countryside. Whether you choose to drive or fly to convention this year, you can be sure to catch a glimpse of at least one field out the window of your car or airplane on your way to Overland Park.

The IC Council and the Kansas State Council don't want you to miss out on the wonderful opportunity to experience the Sunflower Serenade awaiting you July 18-24, 2011, in Overland Park, Kansas. Bring your bright rays of sunshine radiating from your beautiful smiles and warm hugs with you—we'll keep the lights on for you until you get there.

***NEWS FROM INTERNATIONAL HEADQUARTERS AND BJ CLARK, EXECUTIVE DIRECTOR***

Founders Day Fun

Spring is the time of renewal and growth, including growth for ESA. Make this spring the time you share ESA with someone new, nearby or across the country. An energetic hands-on spring activity program for membership growth will be launched

at ESA's Annual Leadership Conference in February that can be done individually, in chapters, or even districts, zones, and statewide. The program culminates with a terrific event in May to coincide with ESA's Founder's Day and will make it easy, motivational, and rewarding to be part of the membership growth movement in ESA. Watch for project ideas and thank you's gifts for sponsors of new members. [Sign up](#) for the ESA membership newsletter which contains inspiring stories and shared ideas from other members working on membership growth and all the latest membership news, and check your state newsletter to see how your state council is making the most of the Founders Day Fun.

#### ESA Partners with Marlo Thomas to Share Inspiration

Because of her respect and appreciation for ESA's contributions to St. Jude and other worthy causes, Marlo Thomas selected ESA as the very first group she invited to receive a special invitation to share stories of inspiration in her new website through a program she calls "The Hero Next Door". Designed to spotlight women who are making a difference and to inspire others to do so, "The Hero Next Door" program is sharing stories with the world via [www.marlothomas.aol.com](http://www.marlothomas.aol.com), and her Facebook and Twitter pages. Marlo even created a [special ESA portal](#) on her website for our exclusive use to share our stories. Whether you contribute a submission about an inspirational ESA member or someone else you know in your community, please do share. You can even upload pictures to help tell the story. Let's fill Marlo's inbox with inspirational stories from every ESA state. No one knows inspirational stories like we do - this is a great way to make ESA known.

### ***NEWS FROM THE IC MEMBERSHIP TEAM***

#### **February is all about hearts...and no one has a bigger heart than ESA!**

We need new members to keep our good works moving ahead in 2011! This is the perfect month to invite guests to help us do something fun for those in need and get new ESA members at the same time. Turn your Valentine's Social into a CRAFTY, FUN RECRUITMENT EVENT using the **"You've Got My Kind of Heart"** party planner. [Click here](#) to get the complete party planner with "crafting for good" ideas, an invitation sample and more. Try the recipes below at your event. Contact ESA Headquarters to [request recruitment supplies](#). It's the perfect easy, relaxed showcase to share your ESA best with friends and grow your chapter.

[Try serving red or pink "Mocktails"](#) (non-alcoholic cocktails)



or easy [White Chocolate Raspberry Cheesecake!](#)



Sherry Day, IC Membership Chair, Sr.  
Sandy Weston, IC Membership Chair, Jr.  
Tracy Swanson, ESA Membership Director

### ***NEWS FROM EASTER SEALS CHAIRMAN, KATHY STATE***

The Holidays have gone and I hope yours were as terrific as mine. It is hard to believe that we are into 2011 and only have a few months to meet our goals for Easter Seals. I have heard of some wonderful projects and plans from several states. I hope your state has a project to support Camperships for Camp Hope or for something special in your area.

Many areas have mid-year meetings and it is a good time to encourage your members to develop a project. Plan something to involve your members to support Easter Seals. Oregon will have their meeting in February and have a fun event planned. Our State Chairman plans to have a Civil War; it will be an event where you can win Oregon Duck or Oregon State Beaver. The proceeds will benefit our Children's Center in Medford. You too can be creative and come up with a project to support Easter Seals.

I wish all of you a very Happy New Year and hope your projects are successful.

### ***NEWS FROM CIRCLE OF LIFE***

Happy New Year to all of you. It is a winter wonderland today in Northeast Tennessee. Hope your winter is as beautiful. But.... nothing is as beautiful as a smile on a St. Jude patient's face when they are told they are in remission, when they get to have a "no more chemo party", or when they get to go home after living at the Ronald McDonald, Grizzlies, or Target House. The parents are smiling, too. Many of these smiles are a direct result of ESA contributions to St. Jude. Believe me when I remind you that these families know how much ESA does for St. Jude.

Don't let the winter months get you down; plan a fun and exciting event (Bunco perhaps) as a "fun"d raiser for St. Jude.

#### **St. Jude Patient of the Month**

As parents, we all hope our new baby will be like us in some way. For one-year-old Remi, his mom was hoping that would not be the case. Remi's dad suffered from retinoblastoma when he was a child. For that reason, Remi's mom had him checked and at two months old the same retinoblastoma tumors were found in Remi's eyes.

To learn more about Remi and retinoblastoma please visit [St. Jude Patient of the Month](#).

### ***NEWS FROM EDUCATIONAL DIRECTOR, RICKIE BROWN***

*Education*.....

- The knowledge or skill obtained or developed by a learning process
- An instructive or enlightening experience

Does it seem possible that January is here? Before you know it your completed 2010-2011 Educational programs will be in the hands of your state Educational Director. If you have any questions please contact your state Educational Director, she is there for you and is looking forward to receiving and reading your programs.

I too am looking forward to reading all of your Educational Programs. My brain is ready and willing to learn something new.

Looking forward to seeing you at IC in July.

### ***NEWS FROM IC CONVENTION CO-CHAIRMAN, VERNEENE FORSEBERG***



July 26-30, 2011 – Overland Park, Kansas – It will be GREAT to see you there!!

Start making your plans now to attend the Sunflower Serenade in July. The International Council officers and Dora Dill are currently making plans for an outstanding Convention for your enjoyment. You will find Overland Park a "family friendly" area so pack up the family and bring them along.

We are hoping to get many entries for the ESA Idol contest. The deadline is fast approaching so if you know of someone in your state that has talent encourage them to enter. The entry form is posted on the IC website. The winner of the contest will receive \$225 and a place in ESA fame!

Make your reservations today at the Sheraton Overland Park Hotel at the online reservation on our website. Mail your registrations soon to Maureen Wells. The red carpets are ready to be rolled out for your arrival in July.

***NEWS FROM YOUTH AWARDS CHAIRMAN, JEAN JOYCE***

It's not too late to submit the forms for a young person from your state for the IC Youth Awards. What a wonderful way to help a young person continue their education and congratulate them for all the good things they have done. The forms are on the IC website under "Forms" and the mailing address is on the forms. The deadline is MARCH 1 so there is still time. It would be great to have a young person from every state.